

# Leasing Strategy for Building 22 and Other Potential Buildings

Alameda Reuse and  
Redevelopment Authority

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Potential Auctions  
by the Bay

St. George Spirits

Building 22  
(Potential Brewery?)

Rockwall  
Winery

# Building 22 Proposal

- Asset Management Strategy (AMS) discusses developing industry clusters
- Building 22 adjacent to St. George Spirits and Rockwall Winery tasting rooms
- Upcoming vacancy that could be filled by another food and beverage tenant (e.g., microbrewery)
- Letter of Intent submitted to ARRA for exercise and training facility, subject to approval by Bladium

# Building 22 Proposal (*cont.*)

## ■ ARRA staff recommends:

- Active recruitment for food and beverage tenant through microbrewery conference and other marketing venues; and
- Pursuit of alternative location for training facility, if consistent with Bladium lease

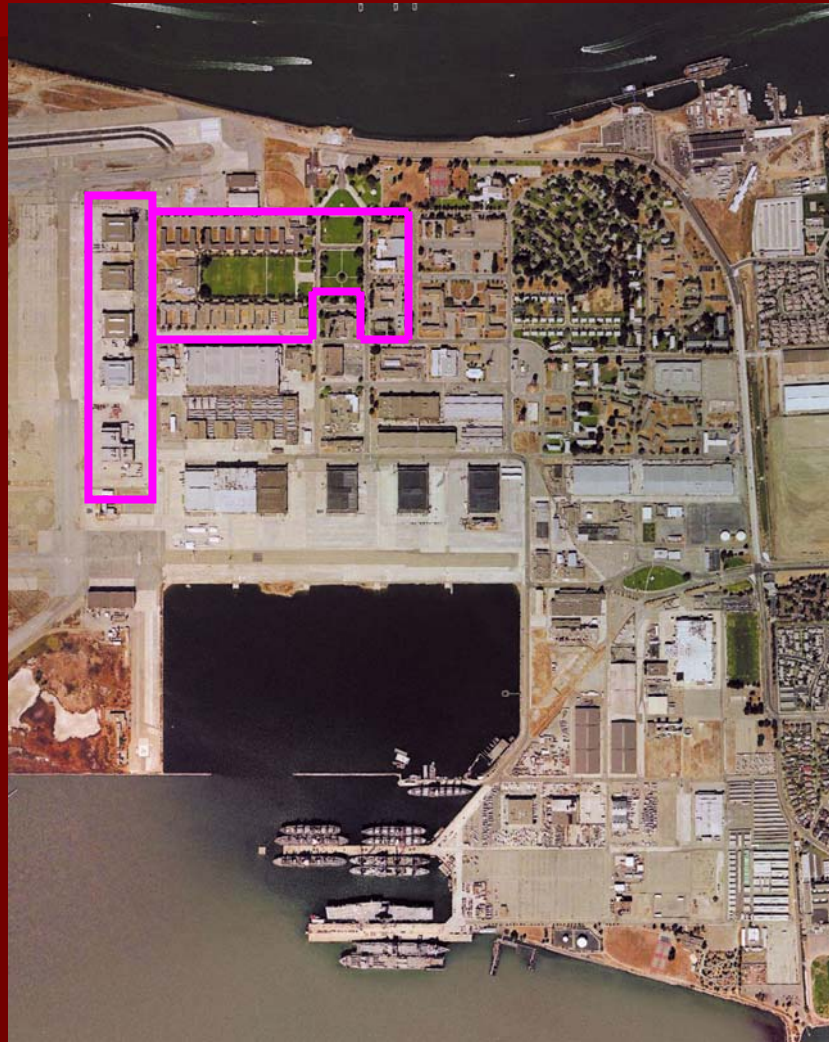
# Current Approach to Alameda Point Leasing

- Short-term leases in almost all areas to preserve flexibility for redevelopment
- Minimal capital investment in buildings, landscape and infrastructure
- A number of key buildings remain vacant and/or underutilized
- Does the ARRA want to explore select areas for strategic long-term leases consistent with approved AMS?

# Consideration of Broader Alameda Point Leasing Strategy

- Analyze cluster of existing tenants
- Develop long-term and targeted strategy based on specific criteria consistent with AMS:
  - Location (i.e., specific buildings or areas)
  - Uses (i.e., food and beverage, renewable energy)
  - Performance (i.e., investment in buildings, landscape, and infrastructure)
- Limit scope of strategy with case-by-case oversight by ARRA to ensure consistency with redevelopment
- Increase revenues for building and site improvement and predevelopment efforts
- Develop a “living” strategy that evolves as plans for Alameda Point evolve

# Examples of Areas to Consider



# Consideration of Broader Alameda Point Leasing Strategy *(cont.)*

- ARRA staff recommends preparing the following for future ARRA review and direction:
  - Draft outline of potential leasing strategy for Alameda Point
  - Marketing ideas for pursuing active recruitment of targeted tenants